

WHAT IS CLAIMED IS:

1. A composition for the oxidation dyeing of keratin fibers comprising, in a medium suitable for dyeing,
 - a) at least one oxidation dye;
 - b) at least one non-oxyalkylenated fatty alcohol
 - c) at least one associative polymer; and
 - d) at least one amide of an alkanolamine and a C₁₄-C₃₀ fatty acid.
2. The composition according to claim 1, wherein the keratin fibers are human keratin fibers.
3. The composition according to claim 2, wherein the human keratin fibers are hair.
4. The composition according to claim 1, wherein the at least one amide of an alkanolamine and a C₁₄-C₃₀ fatty acid is chosen from the amides of a C₂-C₁₀ alkanolamine and a C₁₄-C₃₀ fatty acid.
5. The composition according to claim 4, wherein the at least one amide of an alkanolamine and a C₁₄-C₃₀ fatty acid is chosen from the amides of a C₂-C₁₀ alkanolamine and a C₁₄-C₂₂ fatty acid.
6. The composition according to claim 1, wherein the at least one amide of an alkanolamine and a C₁₄-C₃₀ fatty acid is chosen from
 - oleic acid diethanolamide,
 - myristic acid monoethanolamide,
 - soya fatty acids diethanolamide,
 - stearic acid ethanolamide,
 - oleic acid monoisopropanolamide,

- linoleic acid diethanolamide,
- stearic acid monoethanolamide,
- behenic acid monoethanolamide,
- isostearic acid monoisopropanolamide,
- erucic acid diethanolamide, and
- ricinoleic acid monoethanolamide.

7. The composition according to claim 1, wherein the at least one amide of an alkanolamine and a C₁₄-C₃₀ fatty acid is present in the composition in an amount ranging from 0.1% to 10% by weight, relative to the total weight of the composition.

8. The composition according to claim 7, wherein the at least one amide of an alkanolamine and a C₁₄-C₃₀ fatty acid is present in the composition in an amount ranging from 1% to 5% by weight, relative to the total weight of the composition.

9. The composition according to claim 1, wherein the at least one non-oxyalkylenated fatty alcohol is chosen from lauryl, cetyl, stearyl, oleyl, behenyl, linoleyl, undecylenyl, palmitoleyl, arachidonyl, and erucyl alcohols, and mixtures thereof.

10. The composition according to claim 1, wherein the at least one non-oxyalkylenated fatty alcohol is present in the composition in an amount ranging from 0.1% to 20% by weight, relative to the total weight of the composition.

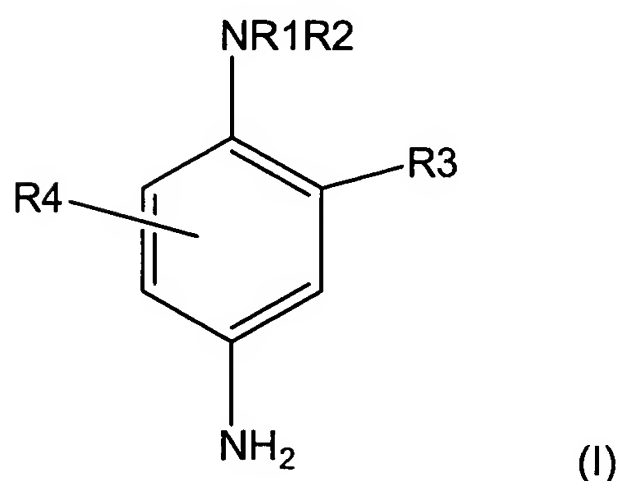
11. The composition according to claim 10, wherein the at least one non-oxyalkylenated fatty alcohol is present in the composition in an amount ranging from 1% to 10% by weight, relative to the total weight of the composition

12. The composition according to claim 1, wherein the at least one oxidation dye is chosen from oxidation bases and couplers.

13. The composition according to claim 12, wherein the oxidation dye comprises at least one oxidation base.

14. The composition according to claim 13, wherein the at least one oxidation base is chosen from ortho- and para-phenylenediamines, double bases, ortho- and para-aminophenols, heterocyclic bases, and the acid addition salts thereof.

15. The composition according to claim 14, wherein the para-phenylenediamines are chosen from compounds of formula (I):



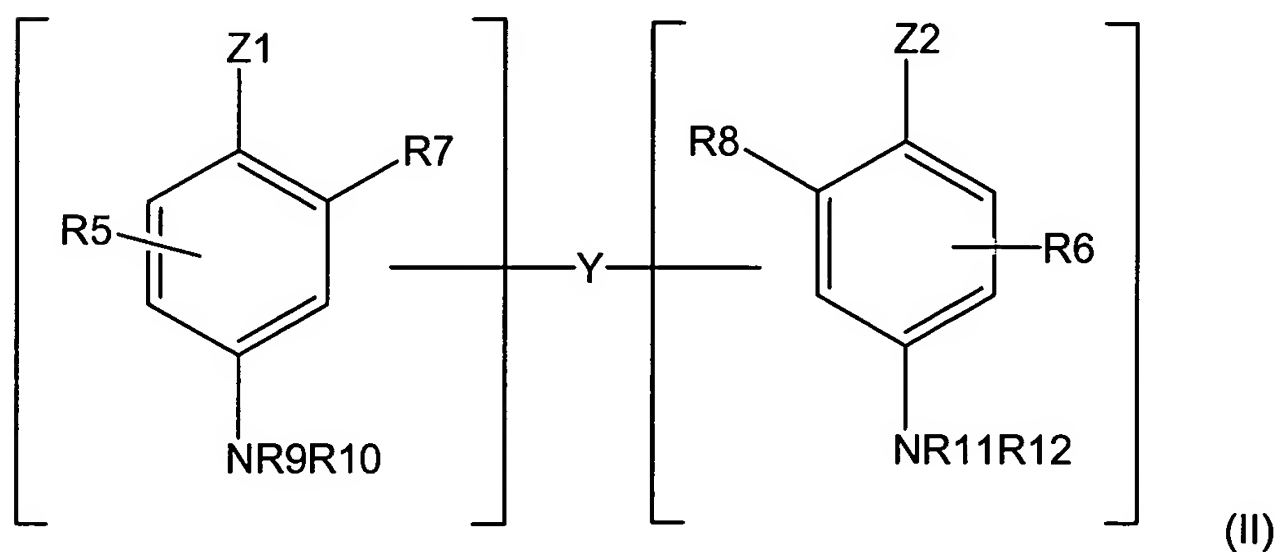
wherein:

- R1 is chosen from a hydrogen atom, C₁-C₄ alkyl radicals, C₁-C₄ monohydroxyalkyl radicals, C₂-C₄ polyhydroxyalkyl radicals, (C₁-C₄)alkoxy(C₁-C₄)alkyl radicals, and C₁-C₄ alkyl radicals substituted with at least one of nitrogenous, phenyl and 4'-aminophenyl groups;
- R2 is chosen from a hydrogen atom, C₁-C₄ alkyl radicals, C₁-C₄ monohydroxyalkyl radicals, C₂-C₄ polyhydroxyalkyl radicals, (C₁-C₄)alkoxy(C₁-C₄)alkyl radicals, and C₁-C₄ alkyl radicals substituted with at least one nitrogenous group;

R1 and R2 may also form, together with the nitrogen atom to which they are attached, a 5- or 6-membered nitrogen heterocycle optionally substituted with at least one of alkyl, hydroxyl, and ureido groups;

- R3 is chosen from a hydrogen atom, halogen atoms, C₁-C₄ alkyls, sulpho radicals, a carboxyl radical, C₁-C₄ monohydroxyalkyl radicals, C₁-C₄ hydroxyalkoxy radicals, acetylamino(C₁-C₄)alkoxy radicals, mesylamino(C₁-C₄)alkoxy radicals, and carbamoylamino(C₁-C₄)alkoxy radicals; and
- R4 is chosen from a hydrogen atom, halogen atoms, and C₁-C₄ alkyl radicals.

16. The composition according to claim 14, wherein the double bases are chosen from compounds of formula (II):



wherein:

- Z1 and Z2, which may be identical or different, are chosen from a hydroxyl and -NH₂ optionally substituted with at least one of C₁-C₄ alkyl radicals and a linker arm Y;
- the linker arm Y is chosen from linear and branched alkylene chains having from 1 to 14 carbon atoms, optionally interrupted by and optionally terminated with at least one of a

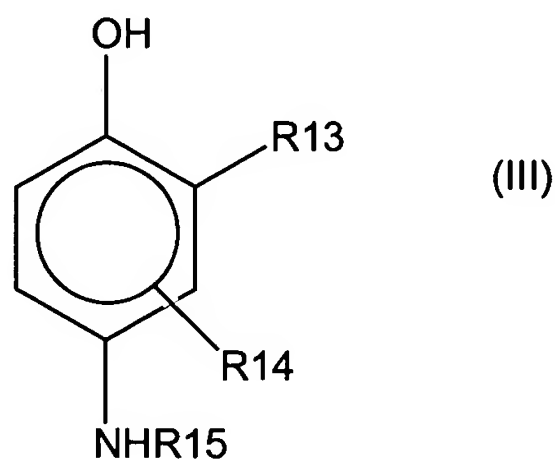
nitrogenous group and a heteroatom, and optionally substituted with at least one radical chosen from hydroxyl and C₁-C₆ alkoxy radicals;

- R5 and R6 are chosen from a hydrogen atom, halogen atoms, C₁-C₄ alkyl radicals, C₁-C₄ monohydroxyalkyl radicals, C₂-C₄ polyhydroxyalkyl radicals, C₁-C₄ aminoalkyl radicals, and a linker arm Y; and

- R7, R8, R9, R10, R11 and R12, which may be identical or different, are chosen from a hydrogen atom, a linker arm Y, and C₁-C₄ alkyl radicals;

it being understood that the compounds of formula (II) comprise only one linker arm Y per molecule.

17. The composition according to Claim 14, wherein the para-aminophenols are chosen from compounds of formula (III) below:



in which:

R13 is chosen from a hydrogen atom, halogen atoms, C₁-C₄ alkyl radicals, C₁-C₄ monohydroxyalkyl radicals, (C₁-C₄)alkoxy(C₁-C₄)alkyl radicals, C₁-C₄ aminoalkyl radicals, and hydroxy(C₁-C₄)alkylamino(C₁-C₄)alkyl radicals;

R14 is chosen from a hydrogen atom, halogen atoms, C₁-C₄ alkyl radicals, C₁-C₄ monohydroxyalkyl radicals, C₂-C₄ polyhydroxyalkyl radicals, C₁-C₄ aminoalkyl radicals, C₁-C₄ cyanoalkyl radicals, and (C₁-C₄)alkoxy(C₁-C₄)alkyl radicals; and R15 is chosen from a hydrogen atom and C₁-C₄ alkyl radicals.

18. The composition according to claim 14, wherein the heterocyclic bases are chosen from pyridine derivatives, pyrimidine derivatives, and pyrazole derivatives.

19. The composition according to claim 12, wherein the at least one oxidation base is present in an amount ranging from 0.0005% to 12% by weight, relative to the total weight of the composition.

20. The composition according to claim 19, wherein the at least one oxidation base is present in an amount ranging from 0.005% to 8% by weight, relative to the total weight of the composition.

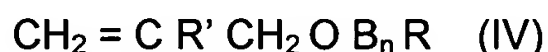
21. The composition according to claim 12, wherein the at least one coupler is chosen from meta-phenylenediamines, meta-aminophenols, meta-diphenols, heterocyclic couplers, and the acid addition salts thereof.

22. The composition according to claim 12, wherein the at least one coupler is present in an amount ranging from 0.0001% to 10% by weight, relative to the total weight of the composition.

23. The composition according to claim 22, wherein the at least one coupler is present in an amount ranging from 0.005% to 5% by weight, relative to the total weight of the composition.

24. The composition according to claim 14, wherein the acid addition salts of the at least one oxidation base are chosen from hydrochlorides, hydrobromides, sulphates, tartrates, lactates, and acetates.

25. The composition according claim 1, further comprising at least one direct dye.
26. The composition according to claim 1, wherein the at least one associative polymer is chosen from non-ionic, anionic, cationic, and amphoteric associative polymers.
27. The composition according to claim 26, wherein the at least one associative polymer is a fatty-chain anionic associative polymer comprising at least one hydrophilic unit and at least one fatty-chain allyl ether unit.
28. The composition according to claim 27, wherein the at least one hydrophilic unit is chosen from ethylenic unsaturated anionic monomers.
29. The composition according to claim 28, wherein the at least one hydrophilic unit is a vinylcarboxylic acid.
30. The composition according to Claim 27, wherein the at least one fatty-chain allyl ether unit is chosen from monomers of formula (IV):

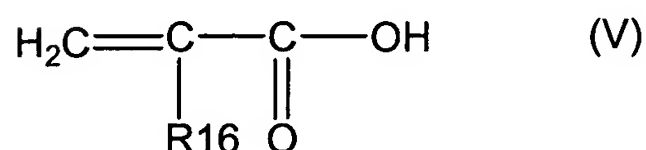


wherein:

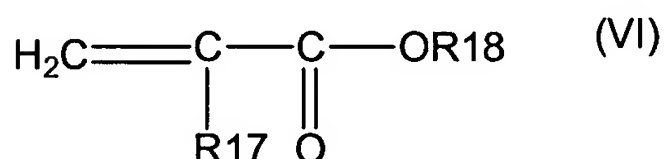
- R' is chosen from a hydrogen atom and CH₃;
- B is an ethyleneoxy radical;
- n is chosen from integers ranging from 0 to 100;
- R is a hydrocarbon-based radical chosen from alkyl, arylalkyl, aryl, alkylaryl, and cycloalkyl radicals, having from 8 to 30 carbon atoms.
31. The composition according to claim 30, wherein the hydrocarbon-based radical has 10 to 24 carbon atoms.
32. The composition according to claim 31, wherein the hydrocarbon-based radical has 12 to 18 carbon atoms.

33. The composition according to claim 27, wherein the fatty-chain anionic associative polymer comprises at least one unsaturated olefinic carboxylic acid hydrophilic unit and at least one unsaturated carboxylic acid (C₁₀-C₃₀)alkyl ester hydrophobic unit.

34. The composition according to claim 33, wherein the at least one unsaturated olefinic carboxylic acid hydrophilic unit corresponds to a monomer of formula (V):



in wherein R16 is chosen from a hydrogen atom, CH₃, and C₂H₅, and in which the at least one unsaturated carboxylic acid (C₁₀-C₃₀)alkyl ester hydrophobic unit corresponds to the monomer of formula (VI):



in which R17 is chosen from a hydrogen atom, CH₃, and C₂H₅, and R18 is a C₁₀-C₃₀ alkyl radical.

35. The composition according to claim 34, wherein R18 is a C₁₂-C₂₂ alkyl radical.

36. The composition according to claim 27, wherein the fatty-chain anionic associative polymer is a maleic anhydride/C₃₀-C₃₈ α-olefin/alkyl maleate terpolymer.

37. The composition according to claim 27, wherein the fatty-chain anionic associative polymer is an acrylic terpolymer comprising:

- (a) 20% to 70% by weight of at least one carboxylic acid containing α,β -monoethylenic unsaturation;
- (b) 20% to 80% by weight of at least one non-surfactant monomer containing α,β -monoethylenic unsaturation and being other than (a); and
- (c) 0.5% to 60% by weight of at least one non-ionic monourethane which is the product of reaction of at least one monohydric surfactant with at least one monoisocyanate containing monoethylenic unsaturation.

38. The composition according to claim 27, wherein the fatty-chain anionic associative polymer is chosen from copolymers comprising among their monomers at least one carboxylic acid containing α,β -monoethylenic unsaturation and at least one ester of carboxylic acid containing α,β -monoethylenic unsaturation and of oxyalkylenated fatty alcohol.

39. The composition according to claim 26, wherein the at least one associative polymer is a non-ionic fatty-chain associative polymer, and is chosen from:

- (1) celluloses modified with groups comprising at least one fatty chain;
- (2) hydroxypropylguars modified with groups comprising at least one fatty chain;
- (3) polyurethane polyethers comprising in their chain polyoxyethylenated hydrophilic blocks and hydrophobic blocks which are chosen from aliphatic sequences, cycloaliphatic sequences, and aromatic sequences;
- (4) copolymers of vinylpyrrolidone and of fatty-chain hydrophobic monomers;
- (5) copolymers of a compound chosen from C_1 - C_6 alkyl methacrylates and acrylates and of amphiphilic monomers comprising at least one fatty chain;
- (6) copolymers of a compound chosen from hydrophilic methacrylates and acrylates and of hydrophobic monomers comprising at least one fatty chain; and

(7) polymers with at least one aminoplast ether skeleton comprising at least one fatty chain.

40. The composition according to claim 39, wherein the polyurethane polyethers comprise at least two hydrocarbon-based lipophilic chains having from 8 to 30 carbon atoms, separated by a hydrophilic block, and wherein the hydrocarbon-based chains are chosen from pendent chains and chains at the end of the hydrophilic block.

41. The composition according to claim 39, wherein the polyurethane polyethers are in multiblock form.

42. The composition according to claim 41, wherein the polyurethane polyethers are in triblock form.

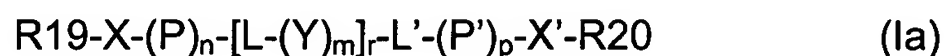
43. The composition according to claim 26, wherein the at least one associative polymer is a cationic polymer comprising at least one fatty chain, and is chosen from:

- (i) quaternized celluloses modified with groups comprising at least one fatty chain;
- (ii) quaternized hydroxyethylcelluloses modified with groups comprising at least one fatty chain;
- (iii) cationic polyurethanes;
- (iv) cationic polyvinyl lactams; and
- (v) acrylic terpolymers comprising acrylates, amino (meth)acrylates, and C₁₀-C₃₀ alkyl itaconate, polyoxyethylenated with 20 mol of ethylene oxide.

44. The composition according to claim 43, wherein the alkyl groups of the quaternized celluloses and hydroxyethylcelluloses have from 8 to 30 carbon atoms.

45. The composition according to claim 43, wherein the cationic amphiphilic polymer is a quaternized hydroxyethylcellulose modified with a group chosen from C₁₂ and C₁₈ alkyl groups.

46. The composition according to claim 43, wherein the cationic amphiphilic polyurethane is a polymer of formula (Ia):



wherein:

R19 and R20, which may be identical or different, are chosen from hydrophobic groups and a hydrogen atom;

X and X', which may be identical or different, are chosen from groups comprising an amine function optionally bearing at least one of hydrophobic groups and the groups L";

L, L', and L", which may be identical or different, are a group derived from a diisocyanate;

P and P', which may be identical or different, are a group comprising an amine function optionally bearing at least one hydrophobic group;

Y is chosen from hydrophilic groups;

r is chosen from integers ranging from 1 to 100; and

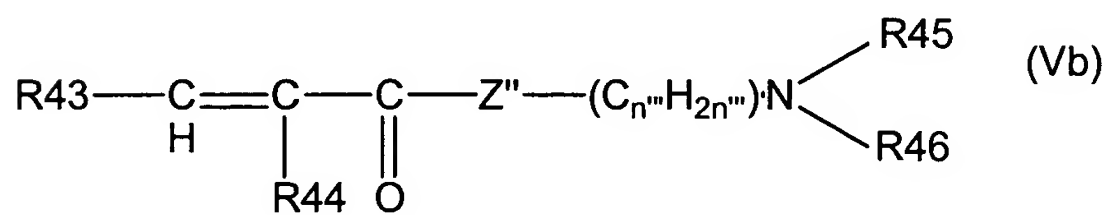
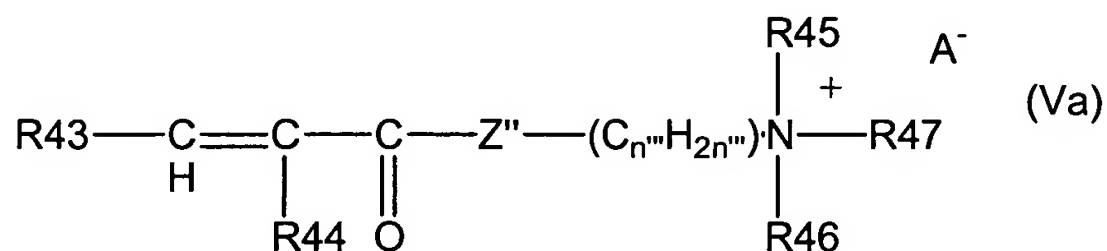
n, m, and p, which may be identical or different, each range from 0 to 1000; wherein the polymer of formula (Ia) comprises at least one amine function chosen from protonated and quaternized amine functions and at least one hydrophobic group.

47. The composition according to claim 26, wherein the at least one amphoteric polymer comprises at least one fatty chain having 8 to 30 carbon atoms and at least one non-cyclic cationic unit.

48. The composition according to claim 47, wherein the at least one associative polymer is an amphoteric polymer comprising from 1 to 20 mol% of monomer comprising at least one fatty chain, relative to the total number of moles of monomers.

49. The composition according to claim 47, wherein the at least one amphoteric polymer comprises:

1) at least one monomer chosen from formula (Ia) and (Ib):



in which

R43 and R44, which may be identical or different, are chosen from a hydrogen atom and a methyl radical;

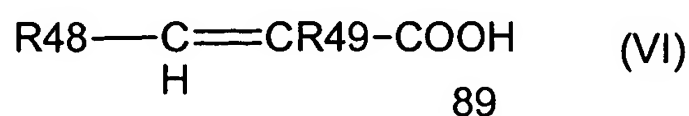
R45, R46, and R47, which may be identical or different, are chosen from linear and branched alkyl radicals having from 1 to 30 carbon atoms;

Z'' is chosen from an NH group and an oxygen atom;

n''' is chosen from integers ranging from 2 to 5; and

A^- is an anion derived from an acid chosen from organic and mineral acids;

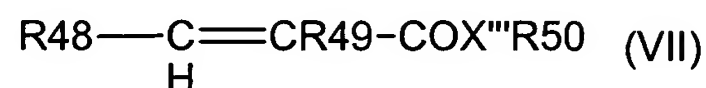
2) at least one monomer of formula (VI)



in which R48 and R49, which may be identical or different, are chosen from a hydrogen atom and a methyl radical;

and

3) at least one monomer of formula (VII):



in which

R48 and R49, which may be identical or different, are chosen from a hydrogen atom and a methyl radical;

X''' is chosen from oxygen and nitrogen atoms; and

R50 is chosen from linear and branched alkyl radicals having from 1 to 30 carbon atoms; wherein

at least one of the monomers chosen from formulae (Va), (Vb), and (VII) comprises at least one fatty chain.

50. The composition according to claim 49, wherein the monomers chosen from formulae (Va) and (Vb) are chosen from dimethylaminoethyl methacrylate, dimethylaminoethyl acrylate, diethylaminoethyl methacrylate, diethylaminoethyl acrylate, dimethylaminopropyl methacrylate, dimethylaminopropyl acrylate,

dimethylaminopropylmethacrylamide, and dimethylaminopropylacrylamide, which are optionally quaternized.

51. The composition according to claim 49, wherein the monomer of formula (Va) is chosen from acrylamidopropyltrimethylammonium chloride and methacrylamidopropyltrimethylammonium chloride.

52. The composition according to claim 49, wherein the monomer of formula (VI) is chosen from acrylic acid, methacrylic acid, crotonic acid, and 2-methylcrotonic acid.

53. The composition according to claim 49, wherein the monomer of formula (VII) is chosen from C₁₂-C₂₂ alkyl acrylates and methacrylates.

54. The composition according to claim 53, wherein the monomer of formula (VII) is chosen from C₁₆-C₂₈ alkyl acrylates and methacrylates.

55. The composition according to claim 1, wherein the at least one associative polymer is present in the composition in an amount ranging from 0.05% to 10% by weight, relative to the total weight of the composition.

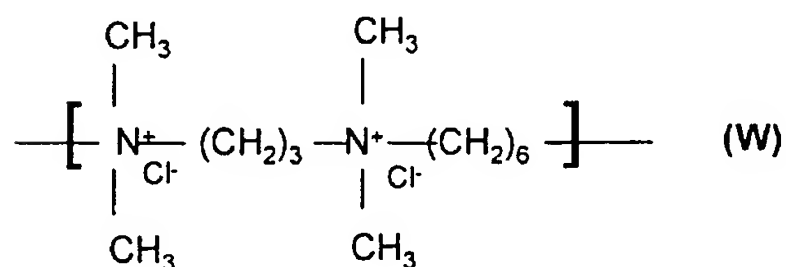
56. The composition according to claim 55, wherein the at least one associative polymer is present in the composition in an amount ranging from 0.1% to 5% by weight, relative to the total weight of the composition.

57. The composition according to claim 1, wherein the at least one associative polymer is a cationic fatty-chain polymer.

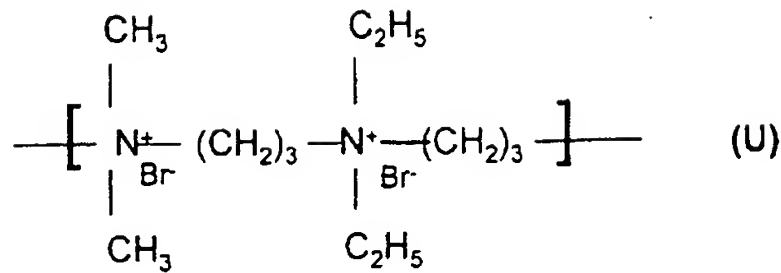
58. The composition according to claim 1, wherein the at least one associative polymer is chosen from cationic polyurethanes.

59. The composition according to claim 1, wherein the ratio by weight of the at least one amide of an alkanolamine and a C₁₄-C₃₀ fatty acid to the at least one associative polymer ranges from 0.5 to 40.

60. The composition according to claim 59, wherein the ratio ranges from 1 to 20.
61. The composition according to claim 60, wherein the ratio ranges from 5 to 20.
62. The composition according to claim 1, wherein the ratio by weight of the at least one amide of an alkanolamine and a C₁₄-C₃₀ fatty acid to the at least one non-oxyethylenated fatty alcohol ranges from 0.1 to 10.
63. The composition according to claim 61, wherein the ratio ranges from 0.5 to 5.
64. The composition according to claim 1, further comprising at least one substantive polymer chosen from amphoteric and cationic substantive polymers, and wherein said at least one substantive polymer is different from the at least one associative polymer.
65. The composition according to claim 64, wherein the at least one substantive polymer is a homopolymer of dimethyldiallylammonium chloride.
66. The composition according to claim 64, wherein the at least one substantive polymer is a polymer comprising repeating units of formula (W):



67. The composition according to claim 64, wherein the at least one substantive polymer is a polymer comprising repeating units of formula (U):



68. The composition according to claim 64, wherein the at least one substantive polymer chosen from cationic and amphoteric substantive polymers is present in an amount ranging from 0.01% to 10% by weight, relative to the total weight of the composition.

69. The composition according to claim 68, wherein the at least one substantive polymer chosen from cationic and amphoteric substantive polymers is present in an amount ranging from 0.05% to 5% by weight, relative to the total weight of the composition.

70. The composition according to claim 69, wherein the at least one substantive polymer chosen from cationic and amphoteric substantive polymers is present in an amount ranging from 0.1% to 3% by weight, relative to the total weight of the composition.

71. The composition according to claim 1, further comprising at least one surfactant chosen from anionic, amphoteric, non-ionic, zwitterionic, and cationic surfactants.

72. The composition according to claim 71, wherein the at least one surfactant is present in an amount ranging from 0.01% to 40% by weight, relative to the total weight of the composition.

73. The composition according to claim 72, wherein the at least one surfactant is present in an amount ranging from 0.5% to 30% by weight, relative to the total weight of the composition.

74. The composition according to claim 1, further comprising at least one supplementary thickener.

75. The composition according to claim 74, wherein the at least one supplementary thickener is chosen from cellulosic thickeners, guar gum derivatives, gums of microbial origin, and synthetic thickeners.

76. The composition according to claim 74, wherein the at least one supplementary thickener is present in an amount ranging from 0.01% to 10% by weight, relative to the total weight of the composition.

77. The composition according to claim 1, further comprising at least one reducing agent, present in an amount ranging from 0.05% to 1.5% by weight, relative to the total weight of the composition.

78. A ready-to-use composition for the oxidation dyeing of keratin fibers comprising, in a medium suitable for dyeing,

- a) at least one oxidation dye;
- b) at least one non-oxyalkylenated fatty alcohol;
- c) at least one associative polymer;
- d) at least one amide of an alkanolamine and a C₁₄-C₃₀ fatty acid; and
- e) at least one oxidizing agent.

79. The composition according to claim 78, wherein the at least one oxidizing agent is chosen from hydrogen peroxide, urea peroxide, alkali metal bromates, alkali metal ferricyanides, persalts, and redox enzymes together where appropriate with the respective donor or co-factor thereof.

80. The composition according to claim 79, wherein the at least one oxidizing agent is hydrogen peroxide.

81. The composition according to claim 80, wherein the at least one oxidizing agent is an aqueous hydrogen peroxide solution whose titre ranges from 1 to 40 volumes.

82. The composition according to claim 81, wherein the pH of the aqueous hydrogen peroxide solution ranges from 4 to 11.

83. A multi-compartment dyeing kit for the oxidation dyeing of keratin fibers, comprising at least one compartment comprising at least one oxidation dye, at least one non-oxyalkylenated fatty alcohol, at least one associative polymer, and at least one amide of an alkanolamine and a C₁₄-C₃₀ fatty acid, and
an additional compartment comprising at least one oxidizing agent.